

Better education in science, technology, engineering, and mathematics for 26K girls in Mexico.

- A multi-country alliance between UNICEF and BMW Group aims to benefit the youth of tomorrow.
- STEM programs will be implemented in Baja California, Chihuahua, Mexico City, State of Mexico, Nuevo Leon and San Luis Potosí.

Mexico City, June 19, 2024. – UNICEF and BMW Group launch a seven-year alliance **under the motto "BRIDGE. Educating young people for tomorrow, today."** The objective is to enhance teacher training with a gender-focused approach and develop inclusive learning for STEM subjects. In just the first stage of this alliance, it is expected to benefit 26,000 girls and teenagers.

In Mexico, STEM fields are predominantly male-dominated, with only 3 out of every 10 professionals in these areas being women (IMCO, 2021), despite these careers having higher job demand and better salaries.

The alliance in our country will emphasize the education of girls and young people through the creation of "STEM ecosystems," which foster collaboration among schools, extracurricular programs, science and research institutions, higher education, the private sector, and community organizations.

In Mexico, the alliance between UNICEF and BMW Group will incentivize the creation of favorable STEM environments through collaborative efforts with state education authorities in Baja California, Chihuahua, Mexico City, State of Mexico, Nuevo Leon, and San Luis Potosí. The following actions will be undertaken, career guidance for girls and adolescents to encourage life planning projects; implementation of a mentoring network focusing on empowering and enhancing skills in girls and adolescents, and promotion of behavioral change regarding gender stereotypes.

"In Mexico, we want to see more female scientists, engineers, mathematicians, and presidents. The more girls and adolescents access these disciplines and opportunities, the greater social recognition and integration of their skills across all sectors will be. UNICEF celebrates the establishment of partnerships like this with BMW Group, which provide a solid foundation for building the Mexico of the 21st century," mentioned Fernando Carrera Castro, Representative of UNICEF Mexico, regarding this collaboration.

Harald Gottsche, President and CEO of BMW Group Plant San Luis Potosí, commented, "At our company, we aim to encourage girls and teenagers to pursue STEM careers and provide them with the opportunity to envision a solid future. This alliance with UNICEF will allow us to continue contributing to improving opportunities for them through learning and development

spaces. In this regard, our plant already has initiatives and educational programs such as the ProLead Meister Industrial Program in Mechatronics and the Dual Vocational Training Program, which currently has 45% female enrollment."

Additionally, Diego Camargo, CEO of BMW Group Mexico, reinforces, "We are celebrating 30 years of BMW Group in Mexico, and there is no better way to do so than by promoting education and developing Mexico's youth. The collaboration with UNICEF brings us great pride, and we hope to reach the entire country with concrete actions like this one."

The collaboration between UNICEF and BMW is planned until 2030, coinciding with the deadline for the UN Sustainable Development Goals, to which both UNICEF and BMW Group are committed. The purpose of this alliance contributes to the goal of "Quality Education," and towards the end of this joint effort, a multidimensional approach is envisioned, with transformative gender actions and a common vision across sectors.

For further information, please visit: <https://www.unicef.org/the-bmw-group>

About BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the **financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion**. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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About BMW Group Latin America

The BMW Group is a leader in Premium individual mobility technology products and services in Latin America, where it markets its three brands BMW, MINI and BMW Motorrad. BMW is the favorite premium automotive brand in Latin America, with more than one in every three vehicles sold in the region. In 2023 the brand has sold 41,315* units. MINI has sold 7,250* units in the same period. BMW Motorrad has sold

26,378* motorcycles, setting a sales record. BMW is the best-selling Premium brand in Brazil, Mexico and Importer Markets. With electrification as one of the Group's pillars, around 25% of BMW Group sales in Latin America are plug-in electric or hybrid vehicles. The BMW Group has delivered around 45,000 personal or corporate charging equipment in the region.

The Group has 4,700 employees in the Latin American region. Its sales offices are located in Argentina, Brazil and Mexico (where the regional office is located). The BMW Group production plants in the region are located in Brazil and Mexico. Brazil has two plants, one located in Araquari -Santa Catarina, focused on the production of cars.; the other plant in Manaus, Amazonas, which is the first facility to manufacture motorcycles outside of Germany. In Mexico, the investment of one billion dollars for the construction and operation of a BMW Group plant in San Luis Potosí was announced in July 2014. This production site began operations in 2019 with the production of the BMW 3 Series; In 2021, the expansion of its operation was announced to include the manufacture of the BMW 2 Series Coupé and in 2022 the BMW M2, both exported worldwide. In 2027, the San Luis Potosí plant will incorporate the production of electric vehicles and batteries with an investment of 800 million euros.

As additional information, Brazil has an Engineering team to support global developments, in addition to the challenges in the region, and a customer support organization that offers attention to consumers.

Data updated as of March 2024 referring to the end of the year 2023.

For more information please contact:

Corporate Communications - BMW Group Latin America

Joao Veloso

joao.veloso@bmw.com.mx

Juan Bernardo Vázquez Mellado

bernardo.vazquezmellado@bmw.com.mx

Julián Argüelles

julian.arguelles@bmw.com.mx

Erika Ferrer

erika.ferrer@bmw.com.mx

Corporate Communications – BMW Group San Luis Potosi Plant (Mexico)

Elizabeth Arreguin

elizabeth.arreguin@bmw.com.mx

Miroslava Reyes

miroslava.rivas@bmw.com.mx

Corporate Communications – BMW Group Argentina

Gonzalo Di Gregorio

gonzalo.di-gregorio@partner.bmw.com.ar

Corporate Communications – BMW Group Brazil

Fabiano Severo

fabiano.severo@bmw.com.br

Paula Cichini

paula.cichini@bmw.com.br

Regional Public Relations Agency – INK PR

INK PR Team - BMW Group Latin America

BMWGroupLatAm@inkpr.com.mx

San Luis Potosi Plant (Mexico) – Public Relations Agency JeffreyGroup

INK PR Team - BMW Group SLP Plant

plantabmwslp@inkpr.com.mx

BMW Group Brazil – Public Relations Agency JeffreyGroup

JeffreyGroup Team - BMW Group Brazil

grupobmw@jeffreygroup.com

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